

REP HEADLINE# 6238527
 *** ORIGINAL REV#0 ***

REP: TEL# 703-516-9399 FAX# 703-516-9680
 CREDIT ADVISORY: AGENCY CREDIT RISK !!!
 ORDER WORKSHEET HARRIS REPORT FROM REP JUL17/12 14.3
 *** WFLA-TV ***

ADV # ADV. NAME ISS/AMER. CROSSROADS REP. # OFF. # SALESMAN #
 AGY # AGY. NAME CROSSROADS MEDIA LLC BUYER NAME EMILY MILHOAN

66 CANAL CENTER PLAZA, SUITE 555 SALES PRSN WA- MEGHAN MCGARR (H)
 ALEXANDRIA, VA 22314

ORDER # CONTRACT # 6238527 CLASS: NATL. LOCAL REGIONAL

PRDCT AMERICAN CROSSROADS EST#693 COMMENTS: (LINE, ORDER, INVOICE)

FLIGHT DATES OCT16/12 OCT22/12 WK-1

CITY TAX STATE TAX CO-OP BILLING NEEDED DATE JUL17/12 14.32

REP: NEW ORDER
 TOTAL \$104,975 @86X
 PLEASE CONFIRM
 THANKS BEN FOR MEGHAN

CON CM ***** THIS IS A CASH IN ADVANCE SCHEDULE *****
 AMERICAN CROSSROADS

LINE# : REP : CD : TIME PERIOD : LGTH : SEC : RATE : START : END : SPTS : WEEK : DAYS : TOTL :
 : LINE# : : : : : : : DATE : DATE : /WK : INVT : : SPTS :

AGENCY ADVERTISER CODE = 11 AGENCY EST# = 693
 AGENCY PRODUCT CODE = 27

1	100P-200P	30				\$500.00	10/19	10/19	1		FRI	1
PROGRAM : DAYS OF OUR LIVES												
CON COM1 : DAYS OF OUR LIVES												
2	1000P-1100P	30				\$5,000.00	10/19	10/19	1		FRI	1
PROGRAM : DATELINE												
CON COM1 : DATELINE												
3	1100P-1135P	30				\$2,500.00	10/19	10/19	1		FRI	1
PROGRAM : NEWS CHANNEL 8 @ 11PM												
CON COM1 : NEWS CHANNEL 8 @ 11PM												

WFLA: \$900



8/18

NOV 01 2012

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JUL17/12 14.3
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LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
4			1135P-1237A PROGRAM : THE TONIGHT SHOW CON COM1: THE TONIGHT SHOW	30		\$1,200.00	10/19	10/19	1		FRI	1
5			1200N-100P PROGRAM : TODAY SHOW 3 CON COM1: TODAY SHOW 3	30		\$300.00	10/19	10/19	1		FRI	1
6			200P-300P PROGRAM : RACHAEL RAY CON COM1: RACHAEL RAY	30		\$300.00	10/19	10/19	1		FRI	1
7			300P-400P PROGRAM : DOCTORS CON COM1: DOCTORS	30		\$450.00	10/19	10/19	1		FRI	1
8			400P-500P PROGRAM : DR. OZ CON COM1: DR. OZ	30		\$750.00	10/19	10/19	1		FRI	1
9			500P-530P PROGRAM : NEWS CHANNEL 8 5P CON COM1: NEWS CHANNEL 8 5P	30		\$1,500.00	10/19	10/19	1		FRI	1
10			530A-600A PROGRAM : NEWSCHANNEL 8 TODAY CON COM1: NEWSCHANNEL 8 TODAY	30		\$500.00	10/19	10/19	1		FRI	1
11			530P-600P PROGRAM : NEWS CHANNEL 8 530P CON COM1: NEWS CHANNEL 8 530P	30		\$1,500.00	10/19	10/19	1		FRI	1
12			600P-630P PROGRAM : NEWS CHANNEL 8 CON COM1: NEWS CHANNEL 8	30		\$2,000.00	10/19	10/19	1		FRI	1

JUL 17/12 14.3
*** WFLA-TV ***

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
13			600A-700A PROGRAM : NEWSCHANNEL 8 TODAY CON COM1: NEWSCHANNEL 8 TODAY	30		\$1,000.00	10/19	10/19	1		FRI	1
14			630P-700P PROGRAM : NBC NIGHTLY NEWS CON COM1: NBC NIGHTLY NEWS	30		\$5,000.00	10/19	10/19	0		FRI	0
15			700P-730P PROGRAM : ENTERTAINMENT TONIGHT CON COM1: ENTERTAINMENT TONIGHT	30		\$2,000.00	10/19	10/19	1		FRI	1
16			700A-900A PROGRAM : TODAY SHOW CON COM1: TODAY SHOW	30		\$1,400.00	10/19	10/19	1		FRI	1
17			730P-800P PROGRAM : EXTRA CON COM1: EXTRA	30		\$2,000.00	10/19	10/19	1		FRI	1
18			900A-1000A PROGRAM : TODAY SHOW 2 CON COM1: TODAY SHOW 2	30		\$700.00	10/19	10/19	1		FRI	1
19			100P-200P PROGRAM : DAYS OF OUR LIVES CON COM1: DAYS OF OUR LIVES	30		\$500.00	10/22	10/22	1		MON	1
20			1100P-1135P PROGRAM : NEWS CHANNEL 8 @ 11PM CON COM1: NEWS CHANNEL 8 @ 11PM	30		\$2,500.00	10/22	10/22	1		MON	1
21			1135P-1237A PROGRAM : THE TONIGHT SHOW CON COM1: THE TONIGHT SHOW	30		\$1,200.00	10/22	10/22	1		MON	1

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22			1200N-100P PROGRAM : TODAY SHOW 3 CON COM1: TODAY SHOW 3	30		\$300.00	10/22	10/22	1		MON	1
23			200P-300P PROGRAM : RACHAEL RAY CON COM1: RACHAEL RAY	30		\$300.00	10/22	10/22	1		MON	1
24			300P-400P PROGRAM : DOCTORS CON COM1: DOCTORS	30		\$450.00	10/22	10/22	1		MON	1
25			400P-500P PROGRAM : DR. OZ CON COM1: DR. OZ	30		\$750.00	10/22	10/22	0		MON	0
26			500A-530A PROGRAM : NEWSCHANNEL 8 TODAY CON COM1: NEWSCHANNEL 8 TODAY	30		\$300.00	10/22	10/22	1		MON	1
27			500P-530P PROGRAM : NEWS CHANNEL 8 5P CON COM1: NEWS CHANNEL 8 5P	30		\$1,500.00	10/22	10/22	1		MON	1
28			530P-600P PROGRAM : NEWS CHANNEL 8 530P CON COM1: NEWS CHANNEL 8 530P	30		\$1,500.00	10/22	10/22	1		MON	1
29			600P-630P PROGRAM : NEWS CHANNEL 8 CON COM1: NEWS CHANNEL 8	30		\$2,000.00	10/22	10/22	1		MON	1
30			600A-700A PROGRAM : NEWSCHANNEL 8 TODAY CON COM1: NEWSCHANNEL 8 TODAY	30		\$1,000.00	10/22	10/22	1		MON	1

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REP: TEL# 703-516-9399
 CREDIT ADVISORY: AGENCY CREDIT RISK !!!
 ORDER WORKSHEET

FAX# 703-516-9680
 HARRIS REPORT FROM REP

JUL17/12 14.3
 *** WFLA-TV ***

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
31			630P-700P	30		\$5,000.00	10/22	10/22	0		MON	0
			PROGRAM : NBC NIGHTLY NEWS									
			CON COM1: NBC NIGHTLY NEWS									
32			700P-730P	30		\$2,000.00	10/22	10/22	1		MON	1
			PROGRAM : ENTERTAINMENT TONIGHT									
			CON COM1: ENTERTAINMENT TONIGHT									
33			700A-900A	30		\$1,400.00	10/22	10/22	1		MON	1
			PROGRAM : TODAY SHOW									
			CON COM1: TODAY SHOW									
34			730P-800P	30		\$2,000.00	10/22	10/22	1		MON	1
			PROGRAM : EXTRA									
			CON COM1: EXTRA									
35			800P-900P	30		\$2,500.00	10/22	10/22	0		MON	0
			PROGRAM : THE VOICE									
			CON COM1: THE VOICE									
36			900A-1000A	30		\$700.00	10/22	10/22	1		MON	1
			PROGRAM : TODAY SHOW 2									
			CON COM1: TODAY SHOW 2									
37			1100P-1135P	30		\$1,400.00	10/20	10/20	0		SAT	0
			PROGRAM : NEWS CHANNEL 8 @ 11PM									
			CON COM1: NEWS CHANNEL 8 @ 11PM									
38			600P-630P	30		\$900.00	10/20	10/20	1		SAT	1
			PROGRAM : NEWSCHANNEL 8									
			CON COM1: NEWSCHANNEL 8									
39			630P-700P	30		\$3,300.00	10/20	10/20	0		SAT	0
			PROGRAM : NBC NIGHTLY NEWS									
			CON COM1: NBC NIGHTLY NEWS									

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LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
40			700A-900A	30		\$625.00	10/20	10/20	1		SAT	1
PROGRAM : SATURDAY TODAY												
CON COM1: SATURDAY TODAY												
41			1100P-1135P	30		\$2,500.00	10/21	10/21	1		SUN	1
PROGRAM : NEWS CHANNEL 8 @ 11PM												
CON COM1: NEWS CHANNEL 8 @ 11PM												
42			200P-600P	30		\$650.00	10/21	10/21	0		SUN	0
PROGRAM : BMW CHAMPIONSHIP9/9/12												
CON COM1: BMW CHAMPIONSHIP9/9/12												
43			600P-630P	30		\$1,100.00	10/21	10/21	1		SUN	1
PROGRAM : NEWSCHANNEL 8												
CON COM1: NEWSCHANNEL 8												
44			700P-830P	30		\$.00	10/21	10/21	0		SUN	0
PROGRAM : FOOTBALL NIGHT IN AMRC												
CON COM1: FOOTBALL NIGHT IN AMRC												
45			700P-900P	30		\$5,500.00	10/21	10/21	1		SUN	1
PROGRAM : DATELINE <i>FA</i>												
CON COM1: DATELINE												
46			800A-900A	30		\$700.00	10/21	10/21	1		SUN	1
PROGRAM : SUNDAY TODAY												
CON COM1: SUNDAY TODAY												
47			100P-200P	30		\$500.00	10/18	10/18	1		THU	1
PROGRAM : DAYS OF OUR LIVES												
CON COM1: DAYS OF OUR LIVES												
48			1100P-1135P	30		\$2,500.00	10/18	10/18	1		THU	1
PROGRAM : NEWS CHANNEL 8 @ 11PM												
CON COM1: NEWS CHANNEL 8 @ 11PM												

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58			600P-630P PROGRAM : NEWS CHANNEL8 CON COM1: NEWS CHANNEL8	30		\$2,000.00	10/18	10/18	1		THU	1
59			600A-700A PROGRAM : NEWSCHANNEL 8 TODAY CON COM1: NEWSCHANNEL 8 TODAY	30		\$1,000.00	10/18	10/18	1		THU	1
60			630P-700P PROGRAM : NBC NIGHTLY NEWS CON COM1: NBC NIGHTLY NEWS	30		\$5,000.00	10/18	10/18	0		THU	0
61			700P-730P PROGRAM : ENTERTAINMENT TONIGHT CON COM1: ENTERTAINMENT TONIGHT	30		\$2,000.00	10/18	10/18	0		THU	0
62			700A-900A PROGRAM : TODAY SHOW CON COM1: TODAY SHOW	30		\$1,400.00	10/18	10/18	1		THU	1
63			730P-800P PROGRAM : EXTRA CON COM1: EXTRA	30		\$2,000.00	10/18	10/18	1		THU	1
64			900A-1000A PROGRAM : TODAY SHOW 2 CON COM1: TODAY SHOW 2	30		\$700.00	10/18	10/18	1		THU	1
65			100P-200P PROGRAM : DAYS OF OUR LIVES CON COM1: DAYS OF OUR LIVES	30		\$500.00	10/16	10/16	1		TOE	1
66			1100P-1135P PROGRAM : NEWS CHANNEL 8 @ 11PM CON COM1: NEWS CHANNEL 8 @ 11PM	30		\$2,500.00	10/16	10/16	1		TOE	1

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67			1135P-1237A PROGRAM : THE TONIGHT SHOW CON COM1: THE TONIGHT SHOW	30		\$1,200.00	10/16	10/16	1		TUE	1
68			1200N-100P PROGRAM : TODAY SHOW 3 CON COM1: TODAY SHOW 3	30		\$300.00	10/16	10/16	1		TUE	1
69			200P-300P PROGRAM : RACHAEL RAY CON COM1: RACHAEL RAY	30		\$300.00	10/16	10/16	1		TUE	1
70			300P-400P PROGRAM : DOCTORS CON COM1: DOCTORS	30		\$450.00	10/16	10/16	1		TUE	1
71			400P-500P PROGRAM : DR. OZ CON COM1: DR. OZ	30		\$750.00	10/16	10/16	1		TUE	1
72			500A-530A PROGRAM : NEWSCHANNEL 8 TODAY CON COM1: NEWSCHANNEL 8 TODAY	30		\$300.00	10/16	10/16	0		TUE	0
73			500P-530P PROGRAM : NEWS CHANNEL 8 5P CON COM1: NEWS CHANNEL 8 5P	30		\$1,500.00	10/16	10/16	1		TUE	1
74			530A-600A PROGRAM : NEWSCHANNEL 8 TODAY CON COM1: NEWSCHANNEL 8 TODAY	30		\$500.00	10/16	10/16	1		TUE	1
75			530P-600P PROGRAM : NEWS CHANNEL 8 530P CON COM1: NEWS CHANNEL 8 530P	30		\$1,500.00	10/16	10/16	1		TUE	1

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LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS/WK	WEEK INVT	DAYS	TOTL SPTS
76			600P-630P PROGRAM : NEWS CHANNEL 8 CON COM1 : NEWS CHANNEL 8	30		\$2,000.00	10/16	10/16	1		TUE	1
77			600A-700A PROGRAM : NEWSCHANNEL 8 TODAY CON COM1 : NEWSCHANNEL 8 TODAY	30		\$1,000.00	10/16	10/16	1		TUE	1
78			630P-700P PROGRAM : NBC NIGHTLY NEWS CON COM1 : NBC NIGHTLY NEWS	30		\$5,000.00	10/16	10/16	0		TUE	0
79			700P-730P PROGRAM : ENTERTAINMENT TONIGHT CON COM1 : ENTERTAINMENT TONIGHT	30		\$2,000.00	10/16	10/16	1		TUE	1
80			700A-900A PROGRAM : TODAY SHOW CON COM1 : TODAY SHOW	30		\$1,400.00	10/16	10/16	1		TUE	1
81			730P-800P PROGRAM : EXTRA CON COM1 : EXTRA	30		\$2,000.00	10/16	10/16	0		TUE	0
82			900A-1000A PROGRAM : TODAY SHOW 2 CON COM1 : TODAY SHOW 2	30		\$700.00	10/16	10/16	1		TUE	1
83			100P-200P PROGRAM : DAYS OF OUR LIVES CON COM1 : DAYS OF OUR LIVES	30		\$500.00	10/17	10/17	1		WED	1
84			1100P-1135P PROGRAM : NEWS CHANNEL 8 @ 11PM CON COM1 : NEWS CHANNEL 8 @ 11PM	30		\$2,500.00	10/17	10/17	1		WED	1

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85			1135P-1237A PROGRAM : THE TONIGHT SHOW CON COM1: THE TONIGHT SHOW	30		\$1,200.00	10/17	10/17	1		WED	1
86			1200N-100P PROGRAM : TODAY SHOW 3 CON COM1: TODAY SHOW 3	30		\$300.00	10/17	10/17	1		WED	1
87			200P-300P PROGRAM : RACHAEL RAY CON COM1: RACHAEL RAY	30		\$300.00	10/17	10/17	1		WED	1
88			300P-400P PROGRAM : DOCTORS CON COM1: DOCTORS	30		\$450.00	10/17	10/17	1		WED	1
89			400P-500P PROGRAM : DR. OZ CON COM1: DR. OZ	30		\$750.00	10/17	10/17	1		WED	1
90			500A-530A PROGRAM : NEWSCHANNEL 8 TODAY CON COM1: NEWSCHANNEL 8 TODAY	30		\$300.00	10/17	10/17	1		WED	1
91			500P-530P PROGRAM : NEWS CHANNEL 8 5P CON COM1: NEWS CHANNEL 8 5P	30		\$1,500.00	10/17	10/17	1		WED	1
92			530A-600A PROGRAM : NEWSCHANNEL 8 TODAY CON COM1: NEWSCHANNEL 8 TODAY	30		\$500.00	10/17	10/17	1		WED	1
93			530P-600P PROGRAM : NEWS CHANNEL 8 530P CON COM1: NEWS CHANNEL 8 530P	30		\$1,500.00	10/17	10/17	1		WED	1

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***** WFTI, A "TV *****

LINE#	REF	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
94			600P-630P	30		\$2,000.00	10/17	10/17	1		WED	1
PROGRAM : NEWS CHANNEL8												
CON COM1: NEWS CHANNEL8												
95			600A-700A	30		\$1,000.00	10/17	10/17	1		WED	1
PROGRAM : NEWSCHANNEL 8 TODAY												
CON COM1: NEWSCHANNEL 8 TODAY												
96			630P-700P	30		\$5,000.00	10/17	10/17	0		WED	0
PROGRAM : NBC NIGHTLY NEWS												
CON COM1: NBC NIGHTLY NEWS												
97			700P-730P	30		\$2,000.00	10/17	10/17	1		WED	1
PROGRAM : ENTERTAINMENT TONIGHT												
CON COM1: ENTERTAINMENT TONIGHT												
98			700A-900A	30		\$1,400.00	10/17	10/17	1		WED	1
PROGRAM : TODAY SHOW												
CON COM1: TODAY SHOW												
99			730P-800P	30		\$2,000.00	10/17	10/17	1		WED	1
PROGRAM : EXTRA												
CON COM1: EXTRA												
100			900A-1000A	30		\$700.00	10/17	10/17	1		WED	1
PROGRAM : TODAY SHOW 2												
CON COM1: TODAY SHOW 2												
OCT/12			104975.00									
MARKET TOTALS \$2,313,325 WFLA 21% WFTS 19% WTSP 21% WTVT 32% WTOG 0% WTTA 0% WMOR 0%												
SHARES ARE ACCURATE												
SVC- NSI BOOKS- OCT/12												
DEMOS- RA35+*												
CONTRACT TOTAL 104975.00												
TOTAL SPOTS 86												

Crossroads Media
 66 Canal Center Plaza
 Suite 555
 Alexandria VA 22314

American Crossroads/ Issue
 Submission Number 680 Issue 1



WFLA-TV
 P.O. Box 1410
 Tampa, FL 33601

PHONE (813) 228-8888

Original

Client: American Crossroads/ Issue	Submission Cost: 104075	Campaign Ref: E:120718019
Buyer: "	Client/Product/Estimate: 11 / 27 / 693	Sales Rep: HRP Washington, DC
Schedule Dates: 10/15/12 to 10/28/12	Weeks: 2	Order Ref: 06238527
Est./PO Number: 06238527	Contract type: Political	Business Type: POLITICAL
		Business Category: Transactional

Product: American Crossroads	Booking Group: WFLA	Key Market: Tampa-St. Petersburg, FL
Demographic: (L) Household	Order:	

Ref	Sales Product Details	Rate	Spot Type	10/15	10/22	Total	Cost
1	M-F 1p Days Of Our Lives ...F..	500	30 Comme	Nbr of Spots 1		1	500
2	Fri 10p ET / 9p CT Dateline NBC Friday ...F..	5000	30 Comme	Nbr of Spots 1		1	5000
3	M-Su 11p News ...F..	2500	30 Comme	Nbr of Spots 1		1	2500
4	M-F 1135p ET / 1035p CT Tonight Show ...F..	1200	30 Comme	Nbr of Spots 1		1	1200
5	M-F 12p Today Show III ...F..	300	30 Comme	Nbr of Spots 1		1	300
6	M-F 2p Rachael Ray ...F..	300	30 Comme	Nbr of Spots 1		1	300
7	M-F 3p Doctors ...F..	450	30 Comme	Nbr of Spots 1		1	450
8	M-F 4p Dr Oz ...F..	750	30 Comme	Nbr of Spots 1		1	750
Weekly Totals: Total Spots(Ord Spots)				70	15	85	

Crossroads Media
 66 Canal Center Plaza
 Suite 555
 Alexandria VA 22314

American Crossroads/ Issue
 Submission Number 680 Issue 1



WFLA-TV
 P.O. Box 1410
 Tampa, FL 33601

PHONE (813) 228-8888

Original

Client: American Crossroads/ Issue
Buyer: ..
Schedule Dates: 10/15/12 to 10/28/12
Est./PO Number: 06238527

Submission Cost:
Client/Product/Estimate:
Weeks:
Contract type:

104075
 11 / 27 / 693
 2
 Political

Campaign Ref: E:120718019
Sales Rep: HRP Washington, DC
Order Ref: 06238527
Business Type: POLITICAL
Business Category: Transactional

Ref	Sales Product Details	Rate	Spot Type	10/15	10/22	Total	Cost
9	M-F 5p News ...F..	1500	30 Comme	Nbr of Spots 1		1	1500
10	M-F 530a News ...F..	500	30 Comme	Nbr of Spots 1		1	500
11	M-F 530p News ...F..	1500	30 Comme	Nbr of Spots 1		1	1500
12	M-F 6p News ...F..	2000	30 Comme	Nbr of Spots 1		1	2000
13	M-F 6a News ...F..	1000	30 Comme	Nbr of Spots 1		1	1000
14	M-F 7p Entertainment Tonight ...F..	2000	30 Comme	Nbr of Spots 1		1	2000
15	M-F 7a Today Show ...F..	1400	30 Comme	Nbr of Spots 1		1	1400
16	M-F 730p Extra ...F..	2000	30 Comme	Nbr of Spots 1		1	2000
17	M-F 9a Today Show II ...F..	700	30 Comme	Nbr of Spots 1		1	700
18	M-F 1p Days Of Our Lives M.....	500	30 Comme	Nbr of Spots 1		1	500
19	M-Su 11p News M.....	2500	30 Comme	Nbr of Spots 1		1	2500
Weekly Totals: Total Spots(Ord Spots)				70	15	85	

Crossroads Media
66 Canal Center Plaza
Suite 555
Alexandria VA 22314

American Crossroads/ Issue
Submission Number 680 Issue 1



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P.O. Box 1410
Tampa, FL 33601

PHONE (813) 228-8888

Original

Client: American Crossroads/ Issue
Buyer:
Schedule Dates: 10/15/12 to 10/28/12
Est./PO Number: 06238527

Submission Cost:
Client/Product/Estimate:
Weeks:
Contract type:

104075
11 / 27 / 693
2
Political

Campaign Ref: E:120718019
Sales Rep: HRP Washington, DC
Order Ref: 06238527
Business Type: POLITICAL
Business Category: Transactional

Ref	Sales Product Details	Rate	Spot Type	10/15	10/22	Total	Cost
20	M-F 1135p ET / 1035p CT Tonight Show M.....	1200	30 Comme		1	1	1200
21	M-F 12p Today Show III M.....	300	30 Comme		1	1	300
22	M-F 2p Rachael Ray M.....	300	30 Comme		1	1	300
23	M-F 3p Doctors M.....	450	30 Comme		1	1	450
24	M-F 5a News M.....	300	30 Comme		1	1	300
25	M-F 5p News M.....	1500	30 Comme		1	1	1500
26	M-F 530p News M.....	1500	30 Comme		1	1	1500
27	M-F 6p News M.....	2000	30 Comme		1	1	2000
28	M-F 6a News M.....	1000	30 Comme		1	1	1000
29	M-F 7p Entertainment Tonight M.....	2000	30 Comme		1	1	2000
30	M-F 7a Today Show M.....	1400	30 Comme		1	1	1400
Weekly Totals: Total Spots(Ord Spots)				70	15	85	

Crossroads Media
66 Canal Center Plaza
Suite 555
Alexandria VA 22314

American Crossroads/ Issue
Submission Number 680 Issue 1



WFLA-TV
P.O. Box 1410
Tampa, FL 33601

PHONE (813) 228-8888

Original

Client: American Crossroads/ Issue	Submission Cost: 104075	Campaign Ref: E:120718019
Buyer: ..	Client/Product/Estimate: 11 / 27 / 693	Sales Rep: HRP Washington, DC
Schedule Dates: 10/15/12 to 10/28/12	Weeks: 2	Order Ref: 06238527
Est./PO Number: 06238527	Contract type: Political	Business Type: POLITICAL
		Business Category: Transactional

Ref	Sales Product Details	Rate	Spot Type	10/15	10/22	Total	Cost
31	M-F 730p Extra M.....	2000	30 Comme		1	1	2000
32	M-F 9a Today Show II M.....	700	30 Comme		1	1	700
33	Sat 7a Today ShowS.	625	30 Comme				625
34	M-Su Late News Late RunS	2500	30 Comme	1		1	2500
35	Sun 6p NewsS	1100	30 Comme	1		1	1100
36	Sun 7p ET / 6p CT Football Night in AmericaS	5500	30 Comme	1		1	5500
37	Sun 8a Today ShowS	700	30 Comme	1		1	700
38	M-F 1p Days Of Our Lives ...T...	500	30 Comme	1		1	500
39	M-Su 11p News ...T...	2500	30 Comme	1		1	2500
40	M-F 1135p ET / 1035p CT Tonight Show ...T...	1200	30 Comme	1		1	1200
Weekly Totals: Total Spots(Ord Spots)				70	15	85	

Crossroads Media
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American Crossroads/ Issue
 Submission Number 680 Issue 1



WFLA-TV
 P.O. Box 1410
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Original

Client: American Crossroads/ Issue	Submission Cost: 104075	Campaign Ref: E:120718019
Buyer: ...	Client/Product/Estimate: 11 / 27 / 693	Sales Rep: HRP Washington, DC
Schedule Dates: 10/15/12 to 10/28/12	Weeks: 2	Order Ref: 06238527
Est./PO Number: 06238527	Contract type: Political	Business Type: POLITICAL
		Business Category: Transactional

Ref	Sales Product Details	Rate	Spot Type	10/15	10/22	Total	Cost
41	M-F 12p Today Show III ...T...	300	30 Comme	Nbr of Spots 1		1	300
42	M-F 2p Rachael Ray ...T...	300	30 Comme	Nbr of Spots 1		1	300
43	M-F 3p Doctors ...T...	450	30 Comme	Nbr of Spots 1		1	450
44	M-F 4p Dr Oz ...T...	750	30 Comme	Nbr of Spots 1		1	750
45	M-F 5a News ...T...	300	30 Comme	Nbr of Spots 1		1	300
46	M-F 5p News ...T...	1500	30 Comme	Nbr of Spots 1		1	1500
47	M-F 530a News ...T...	500	30 Comme	Nbr of Spots 1		1	500
48	M-F 530p News ...T...	1500	30 Comme	Nbr of Spots 1		1	1500
49	M-F 6p News ...T...	2000	30 Comme	Nbr of Spots 1		1	2000
50	M-F 6a News ...T...	1000	30 Comme	Nbr of Spots 1		1	1000
51	M-F 7a Today Show ...T...	1400	30 Comme	Nbr of Spots 1		1	1400
Weekly Totals: Total Spots(Ord Spots)				70	15	85	

Crossroads Media
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American Crossroads/ Issue
 Submission Number 680 Issue 1



WFLA-TV
 P.O. Box 1410
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PHONE (813) 228-8888

Original

Client: American Crossroads/ Issue	Submission Cost: 104075	Campaign Ref: E:120718019
Buyer: ..	Client/Product/Estimate: 11 / 27 / 893	Sales Rep: HRP Washington, DC
Schedule Dates: 10/15/12 to 10/28/12	Weeks: 2	Order Ref: 06238527
Est./PO Number: 06238527	Contract type: Political	Business Type: POLITICAL
		Business Category: Transactional

Ref	Sales Product Details	Rate	Spot Type	10/15	10/22	Total	Cost
52	M-F 730p Extra ...T....	2000	30 Comme	Nbr of Spots	1	1	2000
53	M-F 9a Today Show II ...T....	700	30 Comme	Nbr of Spots	1	1	700
54	M-F 1p Days Of Our Lives T.....	500	30 Comme	Nbr of Spots	1	1	500
55	M-Su 11p News T.....	2500	30 Comme	Nbr of Spots	1	1	2500
56	M-F 1135p ET / 1035p CT Tonight Show T.....	1200	30 Comme	Nbr of Spots	1	1	1200
57	M-F 12p Today Show III T.....	300	30 Comme	Nbr of Spots	1	1	300
58	M-F 2p Rachael Ray T.....	300	30 Comme	Nbr of Spots	1	1	300
59	M-F 3p Doctors T.....	450	30 Comme	Nbr of Spots	1	1	450
60	M-F 4p Dr Oz T.....	750	30 Comme	Nbr of Spots	1	1	750
61	M-F 5p News T.....	1500	30 Comme	Nbr of Spots	1	1	1500
62	M-F 530a News T.....	500	30 Comme	Nbr of Spots	1	1	500
Weekly Totals: Total Spots(Ord Spots)				70	15	85	

Crossroads Media
 66 Canal Center Plaza
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 Alexandria VA 22314

American Crossroads/ Issue
 Submission Number 680 Issue 1



WFLA-TV
 P.O. Box 1410
 Tampa, FL 33601
PHONE (813) 228-8888

Original

Client: American Crossroads/ Issue	Submission Cost: 104075	Campaign Ref: E:120718019
Buyer: ..	Client/Product/Estimate: 11 / 27 / 693	Sales Rep: HRP Washington, DC
Schedule Dates: 10/15/12 to 10/28/12	Weeks: 2	Order Ref: 06238527
Est./PO Number: 06238527	Contract type: Political	Business Type: POLITICAL
		Business Category: Transactional

Ref	Sales Product Details	Rate	Spot Type	10/15	10/22	Total	Cost
63	M-F 530p News ..T....	1500	30 Comme	Nbr of Spots	1	1	1500
64	M-F 6p News ..T....	2000	30 Comme	Nbr of Spots	1	1	2000
65	M-F 6a News ..T....	1000	30 Comme	Nbr of Spots	1	1	1000
66	M-F 7p Entertainment Tonight ..T....	2000	30 Comme	Nbr of Spots	1	1	2000
67	M-F 7a Today Show ..T....	1400	30 Comme	Nbr of Spots	1	1	1400
68	M-F 9a Today Show II ..T....	700	30 Comme	Nbr of Spots	1	1	700
69	M-F 1p Days Of Our Lives ..W....	500	30 Comme	Nbr of Spots	1	1	500
70	M-Su 11p News ..W....	2500	30 Comme	Nbr of Spots	1	1	2500
71	M-F 1135p ET / 1035p CT Tonight Show ..W....	1200	30 Comme	Nbr of Spots	1	1	1200
72	M-F 12p Today Show III ..W....	300	30 Comme	Nbr of Spots	1	1	300
73	M-F 2p Rachael Ray ..W....	300	30 Comme	Nbr of Spots	1	1	300
Weekly Totals: Total Spots(Ord Spots)				70	15	85	

Crossroads Media
66 Canal Center Plaza
Suite 555
Alexandria VA 22314

American Crossroads/ Issue
Submission Number 680 Issue 1



WFLA-TV
P.O. Box 1410
Tampa, FL 33601

PHONE (813) 228-8888

Original

Client: American Crossroads/ Issue		Submission Cost: 104075		Campaign Ref: E:120718019			
Buyer: ..		Client/Product/Estimate: 11 / 27 / 693		Sales Rep: HRP Washington, DC			
Schedule Dates: 10/15/12 to 10/28/12		Weeks: 2		Order Ref: 06238527			
Est./PO Number: 06238527		Contract type: Political		Business Type: POLITICAL			
				Business Category: Transactional			
Ref	Sales Product Details	Rate	Spot Type	10/15	10/22	Total	Cost
	..W....		Comme				
74	M-F 3p Doctors ..W....	450	30 Comme	Nbr of Spots	1	1	450
75	M-F 4p Dr Oz ..W....	750	30 Comme	Nbr of Spots	1	1	750
76	M-F 5a News ..W....	300	30 Comme	Nbr of Spots	1	1	300
77	M-F 5p News ..W....	1500	30 Comme	Nbr of Spots	1	1	1500
78	M-F 530a News ..W....	500	30 Comme	Nbr of Spots	1	1	500
79	M-F 530p News ..W....	1500	30 Comme	Nbr of Spots	1	1	1500
80	M-F 6p News ..W....	2000	30 Comme	Nbr of Spots	1	1	2000
81	M-F 6a News ..W....	1000	30 Comme	Nbr of Spots	1	1	1000
82	M-F 7p Entertainment Tonight ..W....	2000	30 Comme	Nbr of Spots	1	1	2000
83	M-F 7a Today Show ..W....	1400	30 Comme	Nbr of Spots	1	1	1400
84	M-F 730p Extra	2000	30	Nbr of Spots	1	1	2000
Weekly Totals: Total Spots(Ord Spots)				70	15	85	

American Crossroads/ Issue
Submission Number 680 Issue 1



WF-LA-TV

P.O. Box 1410
Tampa, FL 33601

PHONE (813) 228-8888

Original

Client:	American Crossroads/ Issue	Submission Cost:	104075	Campaign Ref:	E:120718019
Buyer:		Client/Product/Estimate:	11 / 27 / 693	Sales Rep:	HRP Washington, DC
Schedule Dates:	10/15/12 to 10/28/12	Weeks:	2	Order Ref:	06238627
Est./PO Number:	06238627	Contract type:	Political	Business Type:	POLITICAL
				Business Category:	Transactional

Ref	Sales Product Details			Rate	Spot Type	10/15	10/22	Total	Cost
..W...					Comme				
85	M-F 9a Today Show II			700	30				
..W...					Comme				
					Nbr of Spots	1		1	700
Weekly Totals: Total Spots(Ord Spots)						70	15	85	

		Grand Totals		
		Month 10 Weeks: 4		
Totals		10/15		10/22
Spots	85		70	15
Cost	104075		86425	17650

Grand Totals:	
Spots:	85
Gross Total:	104,075.00
Commission:	15,611.25
Net Total:	88,463.75



WFLA-TV

A MEDIA GENERAL STATION

200 S. Parker Street
Tampa, FL 33606
Tele (813) 228-8888
Fax (813) 221-5787

INVOICE / AFFIDAVIT

21453
Crossroads Media
66 Canal Center Plaza
Suite 555
ALEXANDRIA VA 22314

REP_: WFLA (Washington Dc)
SLSP: HRP Washington, DC
ADV_: American Crossroads/ Issue
PROD: American Crossroads

2012
INVOICE DATE 10/28/12
ORDER TYPE Political
WFLA I SS
E:120718019
WFLA
INVOICE NUMBER 0100033230
PAGE 1
BROADCAST MONTH 10/01/2012 - 10/28/12
SCHEDULE DATES
10/15/12-10/28/12
Standard Broadcast Month
TERMS: NET 30 DAYS.

REF#: 11 /27 /693
Desc: 06238527

SCHEDULE				ACTUAL BROADCAST				RECONCILIATION	
DESCRIPTION	PRICE	RT/SS#	PER	DATE	DAY	TIME	LENGTH M/G FOR PRODUCT DESCRIPTION	PRICE	REMARKS DEBIT/CREDIT
M-F 1p Days Of Our Lives	500.00	1	1	10/19	FR	12:59P	30 USPRTV21ACH :30 Commercial	500.00	
Fri 10p ET / 9p CT Dateline NB	5000.00	2	1	10/19	FR	10:11P	30 USPRTV21ACH :30 Commercial	5000.00	
M-Su 11p News	2500.00	3	1	10/19	FR	11:31P	30 USPRTV21ACH :30 Commercial	2500.00	
M-F 1135p ET / 1035p CT Tonight	1200.00	4	1	10/19	FR	11:58P	30 USPRTV21ACH :30 Commercial	1200.00	
M-F 12p Today Show III	300.00	5	1	10/19	FR	12:28P	30 USPRTV21ACH :30 Commercial	300.00	
M-F 2p Rachael Ray	300.00	6	1	10/19	FR	02:16P	30 USPRTV21ACH :30 Commercial	300.00	
M-F 3p Doctors	450.00	7	1	10/19	FR	03:19P	30 USPRTV21ACH :30 Commercial	450.00	
M-F 4p Dr Oz	750.00	8	1	10/19	FR	04:39P	30 USPRTV21ACH :30 Commercial	750.00	
M-F 5p News	1500.00	9	1	10/19	FR	05:11P	30 USPRTV21ACH :30 Commercial	1500.00	
M-F 530a News	500.00	10	1	10/19	FR	05:53A	30 USPRTV21ACH :30 Commercial	500.00	
M-F 530p News	1500.00	11	1	10/19	FR	05:56P	30 USPRTV21ACH :30 Commercial	1500.00	
M-F 6p News	2000.00	12	1	10/19	FR	06:23P	30 USPRTV21ACH :30 Commercial	2000.00	
M-F 6a News	1000.00	13	1	10/19	FR	06:41A	30 USPRTV21ACH :30 Commercial	1000.00	
M-F 7p Entertainment Tonight	2000.00	14	1	10/19	FR		30 USPRTV21ACH :30 Commercial	.00	Preempt .00-

*** Continued ***

PERIOD COST	112,075.00	85 Total Units			
		ACTUAL GROSS BILLING	104,075.00	SUB-TOTALS	Debits .00
		AGENCY COMMISSION	15,611.25		Credits 8,000.00-
		NET DUE	88,463.75	TOTAL RECONCILING	8,000.00CR

WE WARRANT THAT THE ACTUAL BROADCAST INFORMATION SHOWN ON THIS INVOICE WAS TAKEN FROM THE PROGRAM LOG AND WILL BE AVAILABLE, UPON REQUEST, FOR INSPECTION BY THE ADVERTISER OR AGENCY FOR AT LEAST 12 MONTHS. NOTWITHSTANDING TO WHOM INVOICES ARE RENDERED, ADVERTISER, AGENCY AND SERVICE ARE AND SHALL BE JOINTLY AND SEVERALLY OBLIGATED TO PAY ANY INVOICES INCLUDED IN THIS STATEMENT WITHIN 30 DAYS OF THE INVOICE DATE AND UNTIL PAYMENT IN FULL IS RECEIVED BY THIS MEDIA GENERAL STATION. PAYMENT BY ADVERTISER TO AGENCY OR TO SERVICE, OR PAYMENT BY AGENCY TO SERVICE, SHALL NOT CONSTITUTE PAYMENT TO THIS MEDIA GENERAL STATION.

WFLA-TV
P.O. Box 1410
Tampa, FL 33601



ADVERTISER American Crossroads/ Issue
PRODUCT American Crossroads

INVOICE NUMBER 0100033230
BROADCAST MONTH 10/01/2012 - 10/28/12
AMOUNT DUE 88,463.75

REMIT TO:

*00174

000021453
Crossroads Media
66 Canal Center Plaza
Suite 555
ALEXANDRIA VA 22314

WFLA-TV
REMITTANCE PROCESSING CENTER
P.O. BOX 26425
RICHMOND VA 23260-6425



400900020 00000000021453 00000100033230 008846375 5



WFLA-TV

A MEDIA GENERAL STATION

200 S. Parker Street
Tampa, FL 33606
Tele (813) 288-8888
Fax (813) 221-5787

INVOICE / AFFIDAVIT

21453
Crossroads Media
66 Canal Center Plaza
Suite 555
ALEXANDRIA VA 22314

REP: WFLA (Washington Dc)
SLSP: HRP Washington, DC
ADV: American Crossroads/ Issue
PROD: American Crossroads

2012 WFLA I SS
INVOICE DATE 10/28/12 E:120718019
ORDER TYPE Political WFLA
INVOICE NUMBER PAGE BROADCAST MONTH
0100033230 2 10/01/2012 - 10/2
SCHEDULE DATES
10/15/12-10/28/12
Standard Broadcast Month
TERMS: NET 30 DAYS.

REF#: 11 /27 /693
Desc: 06238527

SCHEDULE				ACTUAL BROADCAST				RECONCILIATION		
DESCRIPTION	PRICE	RT/SS#	PER	DATE	DAY	TIME	LENGTH M/G FOR PRODUCT DESCRIPTION	PRICE	REMARKS	DEBIT/CREDIT
M-F 7a Today Show	1400.00	15	1	10/19	FR	08:57A	30 USPRTV21ACH	1400.00	Program Change	
M-F 730p Extra	2000.00	16	1	10/19	FR		30	.00	Preempt Program Change	2000.00-
M-F 9a Today Show II	700.00	17	1	10/19	FR	09:52A	30 USPRTV21ACH	700.00		
M-F 1p Days Of Our Lives	500.00	18	1	10/22	MO	01:58P	30 USPRTV21ACH	500.00		
M-Su 11p News	2500.00	19	1	10/22	MO	11:33P	30 USPRTV21ACH	2500.00		
M-F 1135p ET / 1035p CT Tonight	1200.00	20	1	10/22	MO	12:31A	30 USPRTV21ACH	1200.00		
M-F 12p Today Show III	300.00	21	1	10/22	MO	12:51P	30 USPRTV21ACH	300.00		
M-F 2p Rachael Ray	300.00	22	1	10/22	MO	02:35P	30 USPRTV21ACH	300.00		
M-F 3p Doctors	450.00	23	1	10/22	MO	03:12P	30 USPRTV21ACH	450.00		
M-F 5a News	300.00	24	1	10/22	MO	05:28A	30 USPRTV21ACH	300.00		
M-F 5p News	1500.00	25	1	10/22	MO	05:15P	30 USPRTV21ACH	1500.00		
M-F 530p News	1500.00	26	1	10/22	MO	05:58P	30 USPRTV21ACH	1500.00		
M-F 6p News	2000.00	27	1	10/22	MO	06:11P	30 USPRTV21ACH	2000.00		
M-F 6a News	1000.00	28	1	10/22	MO	06:21A	30 USPRTV21ACH	1000.00		
M-F 7p Entertainment Tonight	2000.00	29	1	10/22	MO		30	.00	Preempt Program Change	.00-
M-F 7a Today Show	1400.00	30	1	10/22	MO	08:37A	30 USPRTV21ACH	1400.00		
M-F 730p Extra	2000.00	31	1	10/22	MO		30	.00	Preempt Program Change	2000.00-
M-F 9a Today Show II	700.00	32	1	10/22	MO	09:29A	30 USPRTV21ACH	700.00		
Sat 7a Today Show	625.00	33	1	10/20	SA	07:29A	30 USPRTV21ACH	625.00		
M-Su Late News Late Run							30 Commercial			

*** Continued ***

PERIOD COST	112,075.00	85 Total Units		Debits	.00
		ACTUAL GROSS BILLING	104,075.00	Credits	8,000.00-
		AGENCY COMMISSION	15,611.25	TOTAL RECONCILING	8,000.00CR
		NET DUE	88,463.75		

WE WARRANT THAT THE ACTUAL BROADCAST INFORMATION SHOWN ON THIS INVOICE WAS TAKEN FROM THE PROGRAM LOG AND WILL BE AVAILABLE, UPON REQUEST, FOR INSPECTION BY THE ADVERTISER OR AGENCY FOR AT LEAST 12 MONTHS. NOTWITHSTANDING TO WHOM INVOICES ARE RENDERED, ADVERTISER, AGENCY AND SERVICE ARE AND SHALL BE JOINTLY AND SEVERALLY OBLIGATED TO PAY ANY INVOICES INCLUDED IN THIS STATEMENT WITHIN 30 DAYS OF THE INVOICE DATE AND UNTIL PAYMENT IN FULL IS RECEIVED BY THIS MEDIA GENERAL STATION. PAYMENT BY ADVERTISER TO AGENCY OR TO SERVICE, OR PAYMENT BY AGENCY TO SERVICE, SHALL NOT CONSTITUTE PAYMENT TO THIS MEDIA GENERAL STATION.



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INVOICE / AFFIDAVIT

21453
Crossroads Media
66 Canal Center Plaza
Suite 555
ALEXANDRIA VA 22314

REP: WFLA (Washington Dc)
SLSP: HRP Washington, DC
ADV: American Crossroads/ Issue
PROD: American Crossroads

2012
INVOICE DATE 10/28/12 E:120718019
ORDER TYPE Political WFLA
INVOICE NUMBER 0100033230
PAGE 3
BROADCAST MONTH 10/01/2012 - 10/2
SCHEDULE DATES 10/15/12-10/28/12
Standard Broadcast Month
TERMS: NET 30 DAYS.

REF#: 11 /27 /693
Desc: 06238527

SCHEDULE				ACTUAL BROADCAST				RECONCILIATION		
DESCRIPTION	PRICE	RT/SS#	PER	DATE	DAY	TIME	LENGTH M/G FOR PRODUCT DESCRIPTION	PRICE	REMARKS	DEBIT/CREDIT
Sun 6p News	2500.00	34	1	10/21	SU	11:54P	30	USPRTV21ACH	2500.00	
						*WFLA		:30 Commercial		
Sun 8a Today Show	1100.00	35	1	10/21	SU	06:10P	30	USPRTV21ACH	1100.00	
						*WFLA		:30 Commercial		
M-F 1p Days Of Our Lives	700.00	37	1	10/21	SU	08:29A	30	USPRTV21ACH	700.00	
						*WFLA		:30 Commercial		
M-Su 11p News	500.00	38	1	10/18	TH	01:24P	30	USPRTV21ACH	500.00	
						*WFLA		:30 Commercial		
M-F 1135p ET / 1035p CT Tonigh	2500.00	39	1	10/18	TH	11:28P	30	USPRTV21ACH	2500.00	
						*WFLA		:30 Commercial		
M-F 12p Today Show III	1200.00	40	1	10/18	TH	12:20A	30	USPRTV21ACH	1200.00	
						*WFLA		:30 Commercial		
M-F 2p Rachael Ray	300.00	41	1	10/18	TH	12:28P	30	USPRTV21ACH	300.00	
						*WFLA		:30 Commercial		
M-F 3p Doctors	300.00	42	1	10/18	TH	02:59P	30	USPRTV21ACH	300.00	
						*WFLA		:30 Commercial		
M-F 4p Dr Oz	450.00	43	1	10/18	TH	03:19P	30	USPRTV21ACH	450.00	
						*WFLA		:30 Commercial		
M-F 5a News	750.00	44	1	10/18	TH	04:39P	30	USPRTV21ACH	750.00	
						*WFLA		:30 Commercial		
M-F 5p News	300.00	45	1	10/18	TH	05:10A	30	USPRTV21ACH	300.00	
						*WFLA		:30 Commercial		
M-F 530a News	1500.00	46	1	10/18	TH	05:11P	30	USPRTV21ACH	1500.00	
						*WFLA		:30 Commercial		
M-F 530p News	500.00	47	1	10/18	TH	05:41A	30	USPRTV21ACH	500.00	
						*WFLA		:30 Commercial		
M-F 6p News	1500.00	48	1	10/18	TH	05:44P	30	USPRTV21ACH	1500.00	
						*WFLA		:30 Commercial		
M-F 6a News	2000.00	49	1	10/18	TH	06:21P	30	USPRTV21ACH	2000.00	
						*WFLA		:30 Commercial		
M-F 7a Today Show	1000.00	50	1	10/18	TH	06:22A	30	USPRTV21ACH	1000.00	
						*WFLA		:30 Commercial		
M-F 730p Extra	1400.00	51	1	10/18	TH	08:49A	30	USPRTV21ACH	1400.00	
						*WFLA		:30 Commercial		
M-F 9a Today Show II	2000.00	52	1	10/18	TH		30		.00	Preempt Program Change
						*WFLA		:30 Commercial		
M-F 1p Days Of Our Lives	700.00	53	1	10/18	TH	09:27A	30	USPRTV21ACH	700.00	
						*WFLA		:30 Commercial		
M-Su 11p News	500.00	54	1	10/16	TU	12:58P	30	USPRTV21ACH	500.00	
						*WFLA		:30 Commercial		
M-F 1135p ET / 1035p CT Tonigh	2500.00	55	1	10/16	TU	11:26P	30	USPRTV21ACH	2500.00	
						*WFLA		:30 Commercial		
M-F 12p Today Show III	1200.00	56	1	10/16	TU	12:30A	30	USPRTV21ACH	1200.00	
						*WFLA		:30 Commercial		
	300.00	57	1	10/16	TU	12:28P	30	USPRTV21ACH	300.00	
*** Continued ***										

PERIOD COST 112,075.00

85 Total Units
ACTUAL GROSS BILLING 104,075.00
AGENCY COMMISSION 15,611.25
NET DUE 88,463.75

SUB-TOTALS Debits .00
Credits 8,000.00-
TOTAL RECONCILING 8,000.00CR

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WFLA-TV

A MEDIA GENERAL STATION

200 S. Parker Street
Tampa, FL 33606
Tele (813) 288-8888
Fax (813) 221-5787

INVOICE / AFFIDAVIT

21453
Crossroads Media
66 Canal Center Plaza
Suite 555
ALEXANDRIA VA 22314

REP: WFLA (Washington Dc)
SLSP: HRP Washington, DC
ADV: American Crossroads/ Issue
PROD: American Crossroads

2012
INVOICE DATE 10/28/12 E:120718019
ORDER TYPE Political WFLA
INVOICE NUMBER 0100033230
PAGE 4
BROADCAST MONTH 10/01/2012 - 10/2
SCHEDULE DATES 10/15/12-10/28/12
Standard Broadcast Month
TERMS: NET 30 DAYS.

REF#: 11 /27 /693
Desc: 06238527

SCHEDULE				ACTUAL BROADCAST				RECONCILIATION	
DESCRIPTION	PRICE	RT/SS#	PER	DATE	DAY	TIME	LENGTH M/G FOR PRODUCT DESCRIPTION	PRICE	REMARKS
M-F 2p Rachael Ray	300.00	58	1	10/16	TU	*WFLA 02:26P	:30 Commercial	300.00	
M-F 3p Doctors	450.00	59	1	10/16	TU	*WFLA 03:39P	:30 Commercial	450.00	
M-F 4p Dr Oz	750.00	60	1	10/16	TU	*WFLA 04:20P	:30 Commercial	750.00	
M-F 5p News	1500.00	61	1	10/16	TU	*WFLA 05:29P	:30 Commercial	1500.00	
M-F 530a News	500.00	62	1	10/16	TU	*WFLA 05:58A	:30 Commercial	500.00	
M-F 530p News	1500.00	63	1	10/16	TU	*WFLA 05:59P	:30 Commercial	1500.00	
M-F 6p News	2000.00	64	1	10/16	TU	*WFLA 06:13P	:30 Commercial	2000.00	
M-F 6a News	1000.00	65	1	10/16	TU	*WFLA 06:58A	:30 Commercial	1000.00	
M-F 7p Entertainment Tonight	2000.00	66	1	10/16	TU	*WFLA	:30 Commercial	.00	Preempt Program Change
M-F 7a Today Show	1400.00	67	1	10/16	TU	*WFLA 08:57A	:30 Commercial	1400.00	
M-F 9a Today Show II	700.00	68	1	10/16	TU	*WFLA 09:56A	:30 Commercial	700.00	
M-F 1p Days Of Our Lives	500.00	69	1	10/17	WE	*WFLA 12:58P	:30 Commercial	500.00	
M-Su 11p News	2500.00	70	1	10/17	WE	*WFLA 11:13P	:30 Commercial	2500.00	
M-F 1135p ET / 1035p CT Tonigh	1200.00	71	1	10/17	WE	*WFLA 12:00A	:30 Commercial	1200.00	
M-F 12p Today Show III	300.00	72	1	10/17	WE	*WFLA 12:51P	:30 Commercial	300.00	
M-F 2p Rachael Ray	300.00	73	1	10/17	WE	*WFLA 02:58P	:30 Commercial	300.00	
M-F 3p Doctors	450.00	74	1	10/17	WE	*WFLA 03:58P	:30 Commercial	450.00	
M-F 4p Dr Oz	750.00	75	1	10/17	WE	*WFLA 04:37P	:30 Commercial	750.00	
M-F 5a News	300.00	76	1	10/17	WE	*WFLA 05:28A	:30 Commercial	300.00	
M-F 5p News	1500.00	77	1	10/17	WE	*WFLA 05:28P	:30 Commercial	1500.00	
M-F 530a News	500.00	78	1	10/17	WE	*WFLA 05:42A	:30 Commercial	500.00	
M-F 530p News	1500.00	79	1	10/17	WE	*WFLA 05:58P	:30 Commercial	1500.00	
M-F 6p News						*WFLA	:30 Commercial		

*** Continued ***

PERIOD COST	112,075.00	85 Total Units		Debits	.00
		ACTUAL GROSS BILLING	104,075.00	Credits	8,000.00-
		AGENCY COMMISSION	15,611.25	TOTAL RECONCILING	8,000.00CR
		NET DUE	88,463.75		

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2012
INVOICE DATE 10/28/12
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WFLA I SS
E:120718019
WFLA
INVOICE NUMBER 0100033230
PAGE 5
BROADCAST MONTH 10/01/2012 - 10/2
SCHEDULE DATES 10/15/12-10/28/12
Standard Broadcast Month
TERMS: NET 30 DAYS.

REF#: 11 /27 /693
Desc: 06238527

SCHEDULE				ACTUAL BROADCAST				RECONCILIATION	
DESCRIPTION	PRICE	RT/SS#	PER	DATE	DAY	TIME	LENGTH M/G FOR PRODUCT DESCRIPTION	PRICE	REMARKS DEBIT/CREDIT
M-F 6a News	2000.00	80	1	10/17	WE	06:24P	30 USPRTV21ACH	2000.00	
						*WFLA	:30 Commercial		
M-F 7p Entertainment Tonight	1000.00	81	1	10/17	WE	06:27A	30 USPRTV21ACH	1000.00	
						*WFLA	:30 Commercial		
	2000.00	82	1	10/17	WE			.00	Preempt Program Change .00-
M-F 7a Today Show						*WFLA	:30 Commercial		
	1400.00	83	1	10/17	WE	08:57A	30 USPRTV21ACH	1400.00	
M-F 730p Extra						*WFLA	:30 Commercial		
	2000.00	84	1	10/17	WE			.00	Preempt Program Change 2000.00-
M-F 9a Today Show II						*WFLA	:30 Commercial		
	700.00	85	1	10/17	WE	09:27A	30 USPRTV21ACH	700.00	
M-F 7p News						*WFLA	:30 Commercial		
	2000.00	90	1	10/19	FR	07:09P	30 USPRTV21ACH	2000.00	
M-F 730p Entertainment Tonight						*WFLA	:30 Commercial		
	2000.00	91	1	10/19	FR	07:55P	30 USPRTV21ACH	2000.00	
M-F 7p News						*WFLA	:30 Commercial		
	2000.00	92	1	10/22	MO	07:11P	30 USPRTV21ACH	2000.00	
M-F 730p Entertainment Tonight						*WFLA	:30 Commercial		
	2000.00	93	1	10/22	MO	07:56P	30 USPRTV21ACH	2000.00	
	2000.00	94	1	10/18	TH	07:56P	30 USPRTV21ACH	2000.00	
M-F 7p News						*WFLA	:30 Commercial		
	2000.00	95	1	10/16	TU	07:16P	30 USPRTV21ACH	2000.00	
	2000.00	96	1	10/17	WE	07:14P	30 USPRTV21ACH	2000.00	
M-F 730p Entertainment Tonight						*WFLA	:30 Commercial		
	2000.00	97	1	10/17	WE	07:46P	30 USPRTV21ACH	2000.00	
Sun 7p ET / 6p CT Football Nig						*WFLA	:30 Commercial		
	5500.00	98	1	10/21	SU	07:08P	30 USPRTV21ACH	5500.00	
Total Airtime Gross Spot Revenue:				104,075.00					

PERIOD COST 112,075.00

85 Total Units
ACTUAL GROSS BILLING 104,075.00
AGENCY COMMISSION 15,611.25
NET DUE 88,463.75

SUB-TOTALS Debits .00
Credits 8,000.00-
TOTAL RECONCILING 8,000.00CR

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